

## Distance Education Program

### Marketing Education Certification

#### Requirements

To complete this certification, candidates must hold a valid business teaching license (to add marketing as a licensure area), complete the required coursework, and provide verification of required occupational and teaching experience. Students may apply BED 592 and BED 593 toward a Master of Arts in Education in Business Education degree.

#### Required Coursework

- BED 582 - Improvement of Instruction in Marketing Subjects (3 credit hours)  
*To be offered via the Internet 1st Summer Session 2008 (5/12-6/13)*
- BED 592 - Managing In-School Laboratory and Cooperative Business/Marketing Programs (3 credit hours)  
*To be offered via the Internet 2nd Summer Session 2008 (6/16-7/18)*
- BED 593 - Philosophy, Organization, and Administration of CTE (3 credit hours)  
*To be offered via the Internet 2nd Summer Session 2008 (6/16-7/18)*
- Content courses in marketing (12 credit hours). These courses usually include advertising management, principles of marketing, professional selling, and retail management.

#### Verification of Experience

**Occupational Experience.** Candidate must have 4,000 clock hours of approved occupational experience in marketing. Verification should be in the form of letters from a former employer or employers that specify the types of work performed, time period covered, and hours of occupational experience (in clock hours).

**Teaching Experience.** Under Rules 46-47, candidate must have at least two years of full-time teaching experience in business and/or marketing. Verification should be in the form of a letter from the principal or other school corporation officer. Teachers licensed under Rules 2002 do not have to verify a specified number of years of full-time teaching experience.

**Waiver Requests.** If the candidate has verified work experience, a valid teaching license, and the required career/technical courses, the State *generally* will grant a school corporation's request for a waiver of the required two years of full-time teaching experience to allow the candidate to teach career/technical courses until the necessary teaching experience is acquired.

**Verification Letters.** Letters from employers and schools should be sent to Dr. Betty J. Brown, Coordinator of Business and Marketing Education at Ball State University.

#### Advisors

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## Admission and Registration Information

**Admissions.** If you are not currently admitted to the university, you may apply for admission online at [www.bsu.edu/gradschool/admissions](http://www.bsu.edu/gradschool/admissions). The application fee is \$25 if you have earned a degree from Ball State and \$35 for non-BSU graduates. The application fee may be paid by credit card or e-check immediately after submitting the online admission application. Information about required transcripts and other admission criteria may be obtained on the Graduate School's Web site at [www.bsu.edu/gradschool/admissions](http://www.bsu.edu/gradschool/admissions). Questions may also be directed to the Graduate School at 1-866-285-4723 or [gradschool@bsu.edu](mailto:gradschool@bsu.edu). You are encouraged to visit the DE Orientation Web Site at [www.bsu.edu/distance/orientation](http://www.bsu.edu/distance/orientation) to learn more about the Distance Education Program.

**Registration.** Once you are admitted to the university, you will be issued a BSU username and password. You will need this information to access secure Web sites used for registering for classes, checking your grades, accessing your BSU e-mail account, and etc. You may view the current schedule of classes and register online at [www.bsu.edu/distance/schedule](http://www.bsu.edu/distance/schedule). Registration confirmation letters and other important announcements are e-mailed to your Ball State e-mail account.

**Policies.** Knowing and understanding the policies and procedures set for the program is crucial to your success. Visit [www.bsu.edu/distance/policies](http://www.bsu.edu/distance/policies) to find answers to questions such as how to withdraw from a class, changing your address, and requesting transcripts.

**Payments.** Fees are due when billed by the bursar's office or before the first day of the semester, whichever comes first. Paper bills are no longer mailed to a student's home. An e-mail notification is sent to your BSU e-mail account when a bill is ready to be viewed. Visa and MasterCard may be used to pay off-campus tuition. Also, persons age 60 and older receive a 50 percent discount on tuition. Visit [www.bsu.edu/distance/tuition](http://www.bsu.edu/distance/tuition) for information about fees and payments.

**Technology.** Visit our Technology Assistance Web Site at [www.bsu.edu/distance/technology](http://www.bsu.edu/distance/technology) for tips on taking a distance education class via the Internet or Web conferencing. You can also find links to suggested hardware and software requirements, purchasing Microsoft software at a reduced price, setting up your e-mail account, and much more.

**[www.bsu.edu/distance](http://www.bsu.edu/distance)**

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